

STATE UNIVERSITY OF NEW YORK AT BINGHAMTON  
MEMORANDUM

DATE: July 1, 1969  
TO: Mr. S. Stewart Gordon, Vice-President for Academic Affairs  
FROM: Ralph Hocking  
SUBJECT: A PROPOSAL FOR THE USE OF TELEVISION AS AN EDUCATIONAL MEDIUM  
TO BE IMPLEMENTED IN THE FALL OF 1969

Educational television is presently used by SUNY Binghamton in the following ways:

1. As a device for recording classroom events. Those tapes to be replayed to students at another time and location. ie. The SAT Program.
2. As a means of recording events in general for replay at a later date. ie. Gov. Rockefeller dedicating buildings., The Max Reinhardt symposium.
3. Studio production. ie. The Humanities Program. This mode of production seems to be the direction television is taking on this campus. This is basing the production of television on the skills of persons trained by commercial producers of television.
4. As a device to give immediate visual understanding of student performance. ie. The Athletic Department recording golf swings and diving techniques.

Our problems related to the present uses of television on this campus are:

1. The students and faculty don't understand television. They are put into a passive position since 95% of television production is in the hands of the Learning Resources staff.
2. We have a considerable amount of TV equipment and it is not being used efficiently due to lack of imagination.
3. Our current producer/director of television spends much of his time idle because his position, as defined by the director of the department, has severe limitations.
4. The director of the department is limited in his knowledge of television's potential and is incapable of accepting innovative ideas that don't fit into existing audio/visual guidelines.
5. The Learning Resources department has been spending considerable amounts of money on television equipment. The use of this equipment is based on the production of educational television as defined by commercial TV and existing audio/visual concepts.
6. The department has no program aimed at discovering the potential of educational television on this campus.

I propose the following program for the exploration of television's potential at SUNY Binghamton:

1. We reroute money being spent for network type equipment in order to purchase machines capable of easier operation. This may be facilitated by declaring to Albany that the program is an experimental one.
2. We have a strong campaign to familiarize all constituencies with the medium.
- 3.

3. We take the simplest possible approach by using equipment that is easy to operate and emphasize the fact that television production does not have to be a complicated impossibility for the uninitiated.
4. Where possible we encourage departmental or individual production of television.
5. We openly encourage experimentation by all constituencies to discover what can be done with television.
6. We make full and imaginative use of existing equipment.

Specific ideas currently being pursued are:

1. Use television tape for establishing communication between students, faculty and administration. Dearing's idea. I'm talking to Wurtzel.
2. Explore the use of TV tape in the language lab. -John Blegan.
3. Use television as a tool for teaching creative writing. -Milt Kessler.
4. Instant replay of orientation week in the student center using a TV projector. -Several students involved.
5. Television sets reconstructed to become design machines. -Several students and electronic technicians involved.
6. Create a television bulletin board. -Walt Lowen.
7. Use television as a tool for developing perceptual awareness in cinema. Gottheim and Jacobs
8. Student orientation to the library. -Joe Newcomb.

Ideas to be pursued:

1. Augment knowledge gathering in the sciences.
2. Explore the possibility of a TV tape library.
3. Television tape programs augment the lack of material for the Black Studies program. Students could be taught to operate the machinery and seek out needed information.
4. I have several other ideas but they require contacting people. I will do this in the near future.

Implementation of the program for exploring television's potential at SUNY Binghamton:

Originally my proposal was aimed at creating a facility separate from the Learning Resources area. I don't think this is necessary nor is it desirable. Most of the personnel and much of the equipment for the program exists in this department. Learning Resources should be the prime mover of televisual ideas on the campus. It appeals to my sense of conservation to make use of these facilities particularly when some of them are sitting idle. In order to bring the program under the umbrella of the Learning Resources department, I suggest I be reinstated in the department with the title of Associate Director and the following be the description of the position:

1. Control of that portion of the department's budget allocated for television be put under the office of the associate director.
2. Personnel in the department concerned with the production of television be directly responsible to the associate director.
3. All television equipment be under the control of the associate director.
4. The control and responsibility for the production of television be assumed by the associate director.

This method of implementing the proposal is not offered as the only one possible. It is a workable solution.

Learning Resources, under various names, has been an unproductive stepchild of the university since its inception. I firmly believe this is due to an inability to relate to the undefined needs of the university. The department needs a person capable of working with the personnel in the department and with the capacity to give creative direction to the potential of television on this campus. The word "creative" is not synonymous with "far out", the destruction of viable existing institutions, or financial irresponsibility.

STATE UNIVERSITY OF NEW YORK AT BINGHAMTON

M E M O R A N D U M

DATE: July 28, 1969

TO: Mr. S. Stewart Gordon., Vice President for Academic Affairs

FROM: Ralph Hocking

SUBJECT: REVISION TO "A PROPOSAL FOR THE USE OF TELEVISION AS AN EDUCATIONAL MEDIUM. TO BE IMPLEMENTED IN THE FALL OF 1969"

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1. As a device for recording classroom events. Those tapes to be replayed to students at another time and location. ie. The SAT Program.
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4. As a device to give immediate visual understanding of student performance. ie. The Athletic Department recording golf swings and diving techniques.

Our problems related to the present uses of television on this campus are:

1. The students and faculty don't understand television. They are put into a passive position since 95% of television production is in the hands of the Learning Resources staff.
2. There is no program aimed at discovering the potential of educational television on this campus.

Implementation of the program for exploring television's potential at SUNY Binghamton:

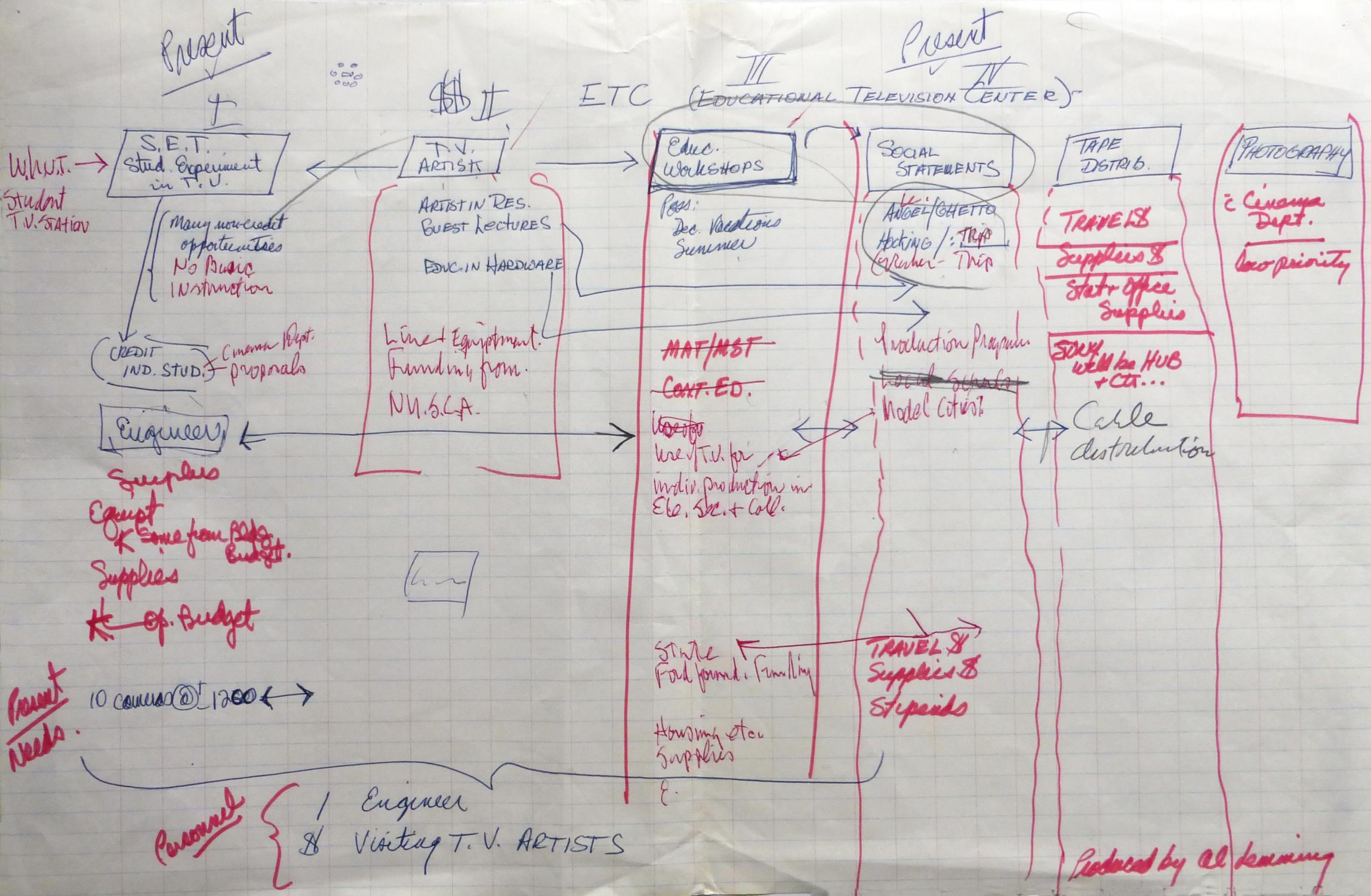
1. Establishment of "Experimental Center for Educational Technology"
2. All existing and future 1/2" television tape equipment be under the direction of the center.
3. A close, working relationship be established with the Learning Resources, Film, and other departments on campus.
4. The initial phase of the center's development will revolve around discovering the potential of television thus adding to our abilities in the combined concepts of communications, expression and education.
5. We have a strong campaign to familiarize all constituencies with the medium.
6. We take the simplest possible approach by using equipment that is easy to operate and emphasize the fact that television production does not have to be a complicated impossibility for the uninitiated.
7. Where possible we encourage departmental or individual production of television.
8. We openly encourage experimentation by all constituencies to discover what can be done with television.
9. We make full and imaginative use of existing equipment.

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6. Create a television bulletin board. -Walt Lowen.
7. Use television as a tool for developing perceptual awareness in cinema. Gottheim and Jacobs
8. Student orientation to the library. -Joe Newcomb.
9. Investigation of the Binghamton U.D.C. program. -Guenther Schaefer

Ideas to be pursued:

1. Augment knowledge gathering in the sciences.
2. Explore the possibility of a TV tape library.
3. Television tape programs augment the lack of material for the Black Studies program. Students could be taught to operate the machinery and seek out needed information.
4. I have several other ideas but they require contacting people. I will do this in the near future.



**Justification for purchase of Sony 1/2" VTR System.**

We have established an experimental center for the use of low cost television as a creative-communicative medium on the campus of SUNY-Binghamton.

One function of the center is to familiarize students and faculty with the medium and have them discover how television's potential may relate to their particular needs. The people using the center's resources are not trained in television production. We need the versatility, simplicity of operation, and quality of the proposed low cost Sony System to initiate our program for familiarization and discovery.

The one Sony unit now in operation on this campus has performed admirably under varying conditions. After considerable research relative to the 1/2" VTR field, we find the Sony System to be the best available on the present market.

Ralph Hocking  
Experimental Center for Television

CONTINUATION SHEET  
EQUIPMENT GROUP  
INDIVIDUAL ITEM SPECIFICATION SHEET

SUPPLEMENT #12

ITEM 498 Sony Battery Operated TV Systems  
MFG. NAME \_\_\_\_\_  
MFG. ADDRESS \_\_\_\_\_  
MFG. CATALOG NO. \_\_\_\_\_

FILE NO. 8007.98S  
MODEL NO. \_\_\_\_\_  
SIZE \_\_\_\_\_  
COLOR \_\_\_\_\_  
O.G.S. GROUP NO. \_\_\_\_\_  
DATE \_\_\_\_\_

STATE UNIVERSITY COLLEGE AT Binghamton  
BLDG. NAME & NO. Lecture Hall 6 Soc. Sci. Classroom 07-01

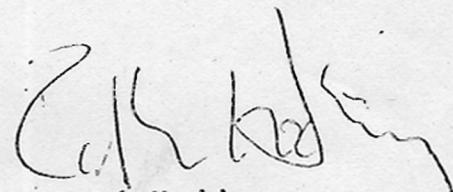
MFG. CUT & SPEC.

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Ralph Hocking  
Experimental Center for Television

EQUIPMENT GROUP III  
INDIVIDUAL ITEM SPECIFICATION SHEET

ITEM	498	Sony Battery Operated TV Systems
MFG. NAME	Sony Corporation of America	
MFG. ADDRESS	47-47 Van Dam Street Long Island, New York 11101	
MFG. CATALOG NO.		

STATE UNIVERSITY COLLEGE AT Binghamton  
BLDG. NAME & NO. Lecture Hall & Soc. Sci. Classroom 07-01

MEG. CUT & SPEC.

Model No: DVK-2400/VCK-2400 Battery operated videocorder/camera ensemble w/zoom lens, microphone and battery charger 1250.00

Model No: CV-2200      Sony-Matic Videocorder (portable  
with duplicating feature)      850.00

TOTAL UNIT PRICE:\$2100.00

SHEET 1 OF 3

PAGE NO.

Office of Executive Assistant to the President

STATE UNIVERSITY of NEW YORK at BINGHAMTON

Harpur College

MEMORANDUM

The Graduate School

DATE: October 9, 1969

TO: Mr. Hocking

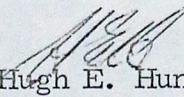
FROM: H. Hunter

SUBJECT: Program Title

Here is a belated suggestion for a name for the program you are undertaking, viz., -

"Student Experiment in Television".

If you have no objection, we will use this title for this year with the possibility of reconsideration in the future.

  
Hugh E. Hunter  
Executive Assistant  
to the President

HEH:ddm

cc: Mr. Vukasin  
Mr. Demske

9/14/70

The Human Resources Project was established with the goal of providing an experience to the children of Bedford-Stuyvesant which would help them in many ways, i.e., showing them that there is more to the world than the broken buildings, the winos, and the junkies they were accustomed to in their environment, and supplementing the knowledge they had gained in school. The schools would teach these kids about lakes, forests, beautiful homes, Jack and Jill, but all of this was alien to them since they had never experienced these things.

Having worked with the children for five years and being a resident of the area, I felt that by taking these youngsters and placing them in the environment that they could only see in books and on tv sets, it would help these children recognize the other side of life. Many of them hated school and didn't see any change in their environment except that all their friends would take glue and other drugs making their environment worse.

A 1/2 " video tape I made about the children and their environment, together with a plea for support, prompted the local citizens to donate enough money for the food. The University donated a dormitory to house the children.

The results of the project could only be summarized by what has happened up to this point. (It was my future hope to encourage the School of Social Work at SUNY/Binghamton to involve interested college students who would go and live in the ghetto and help the children and residents learn how they could improve the environment.) The children, sad-eyed, went back with the hope that if they tried hard enough, they would be able to achieve a school such as the one they had experienced. They all got to finally walk in the woods, swim in a lake, go fishing, and live in an environment where they were not treated like animals. Two of the eleven year-olds who weighed fifty pounds went back at 75 pounds. Most of all, they had hope that there were better things to look forward to if only they would try. This hope was expressed in that the first thing they did upon returning was to clean up the neighborhood so that it might resemble Binghamton, and they are setting up an anti-drug club where any kid caught getting high on glue would be promptly taken care of in a very effective way.

Angel Saint Nunez